

"We're delighted with the performance of the warehouse management solution. We couldn't have handled last Christmas without it."

Ian Pulsford, Head of IT, The Entertainer



Headquarters: Amersham, Buckinghamshire, UK

Distribution centres: 2

Manhattan Associates solution:

Manhattan SCALE™: Supply Chain Architected for Logistics Execution

Challenge:

Coping with the growth of the business and a highly seasonal model.

Goal:

Implement a new warehouse management system to support the company's rapid growth.

Solution:

Manhattan SCALE is handling order fulfilment for the online operation as well as the company's physical stores.

Results:

Faster time to delivery and greater accuracy of picking, in spite of a hugely increased volume of Christmas orders.

The Entertainer manages a smooth holiday season with Manhattan Associates

The Challenge of Success

The Entertainer's business is in two parts; the retailer has forty-seven stores across the UK and also operates a thriving online business at www.thetoyshop.com. In the last few years the company has seen rapid growth, with new stores opening almost monthly. At the same time, its online business has grown similarly.

The company had for a number of years relied on a single distribution centre with a capacity of 60,000 sq ft at Little Chalfont, near Amersham in Buckinghamshire. It holds over 25,000 SKUs, with a dramatic variation in volume according to season. Ian Pulsford, head of IT at The Entertainer, explains. "This is obviously a highly seasonal business. At the end of the summer we begin to receive the goods for the Christmas period, and these continue to come in until mid-autumn. With the increase in the number of stores to supply, along with the growth in our online businesses, we were reaching a point where we were struggling to cope. We needed to upgrade our warehouse management system."

Peaks and Troughs

The company first implemented Manhattan SCALE: Supply Chain Architected for Logistics Execution in the middle of the peak season. "It was tight," admitted Ian Pulsford. "The warehouse was very busy, things didn't go completely according to plan and it was a challenging time." The company nonetheless fulfilled all of its Christmas orders successfully, and with help from Manhattan Associates, upgraded its system again the following year.

"This time, everything went really smoothly," said Mr. Pulsford. "We received exceptionally good service from Manhattan Associates, and were delighted with the performance of the warehouse management solution. We couldn't have handled last Christmas without it."



After implementing Manhattan SCALE, The Entertainer experienced improvements in picking accuracy, time to deliver, and in general workflow, as the new solution linked into the company's other software applications. The benefits were so marked that The Entertainer decided to implement Manhattan SCALE at a second warehouse.



Picking Differences

Manhattan SCALE ran the DC initially in two different configurations; one for the deliveries to stores and the other to fulfil direct orders from online customers, which are subsequently despatched by courier. A separate team handled each part of the business. The flexibility of the system meant that only small adjustments were required in order to tailor it to different picking patterns.

After implementing Manhattan SCALE, The Entertainer experienced improvements in picking accuracy, time to deliver, and in general workflow, as the new solution linked into the company's other software applications. The benefits were so marked that The Entertainer decided to implement Manhattan SCALE at a second warehouse which it recently opened and that has become exclusively dedicated to the company's toyshop.com online operation.

"The only thing that was restricting our online growth was the ability to widen our range of toys," said Ian Pulsford. "With the new warehouse, we can really expect to see things take off."

The transition of the fulfilment operation for the toyshop.com online business to the new warehouse has meant that the original warehouse has become a dedicated distribution facility to serve the business' physical store network.

Mr. Pulsford is confident that the company is getting the best from the new solution. "We've come a long way," he commented. "Our IT department is relatively small, and we needed a lot of support from Manhattan Associates on the first install to get everything right. We all learned a lot from them, however, and completed the more recent implementation with our own team."

Learn more about Manhattan Associates and our solutions:

North & South America + 1 877.596.9208 • Global + 44 (0)1344 318000 • www.manh.com

© 2010 Manhattan Associates, Inc. All rights reserved.

 **Manhattan**
Associates.

The Supply Chain People®